

MICCO Prospectus

(Longley, Litchfield, Heller, Miller, Peck, Wojcicki, Barrett; Marshak)

- Tours, Open House, 1st SM Dedication
- Mural/Recent Pubs
- QuarkNet/Cosmic Ray-Based Outreach
- Soudan State Park Visitors' Center
- WWW
- Budget and Personnel

Soudan Tours

- Logistics, cage transfer, etc. dominate time
- Twenty minutes in lab of 60-90 total
- Separated into groups of 10-15
 - Some school groups larger
- “Slant-Board” driven tour w/physicist guide
- Already one per week, 25 visitor avg.
 - “Official” school tours April 1 2002!
 - “Official” summer tours June 2002 (2-3/week)

Future Tour Materials

- Brochures (Marshak)
- Introductory video
- Real-time event display (projection screen)
- Sound system
- Regular slant board updates
- Interactive displays (Visitor's Center)

Major Events

- Open House May 4-5 2002 (Miller)
 - Generally “locals” and friends/family of staff
 - Two days to accommodate high interest
 - Several hundred visitors expected
- First Supermodule Dedication (Heller)
 - Food and ceremonies
 - “Politicals” Wellstone, Oberstar, Ventura...
 - Jackson, Heller Ex Com coordinate others

Mural/Recent Press

- Duluth News Tribune
- CERN Courier
- Physics Today
- Notes on NUSL
 - NYT 3 Jan 2002 (front page)
 - WSJ 4 Jan (editorial)
- Joe Gianetti: bypass at U of MN (gwc)
 - Completion in March/April 2002

Soudan Visitors' Center

- Order of “few” million US \$
- Fronting Hwy 169 (tram?)
- Moving forward (Ventura priority)
 - \$20k design allocated
 - Scheduled bumped up one year
- MINOS Participation: NEED LIASON!
 - Outfit 1000 sq. ft science display
 - Use classrooms, staff outreach... ?

QuarkNet/Cosmic Rays

- QuarkNet
 - New Pitt site this summer (IL teachers)
 - Muon monitor construction, CosRayHS
 - Minnesota new member
- Other Cosmic Rays work coordination
 - Mufson, Thompson, Heller/Duvernois
- Other outreach (Longley/Phillips/Thompson...
 - HS visits including undergrads
 - NSF/ResCorp teacher collaborations (E865, MINOS)
 - Light scattering/EPP/science fairs

WWW/Other

- Virtual Tour
 - Soudan Tour “slants,” brochure (with FAQ)
 - Add more text, FNAL material (near, target)
 - Online event display?
 - WWW “backburnered” for now
- Science Museum
 - Peterson (Minnesota)
 - White (MSI)

Budget: Near-Term

- Slants: \$1,500
 - 11 at 3-5 sq ft (\$7.50): \$500
 - CDMS II, Mural slants: \$300
 - “Welcome to MINOS” banner: \$150
 - Foam, frames: \$300
- Brochures: \$1,500 (3-5k copies)
- Improvements: \$1,000
 - Plexi shield along rail, paint, etc.

Budget: Long-Term

- Sound system: \$2-5k
- Event Display: \$4-5k
- Brochures/new slants: \$5-7k/year
- Soudan Visitor's Center
 - Duplicate materials: \$6-10k + \$5-7/yr
 - New interactive displays: \$10-20k (???)
 - Staffing: \$5-10k/yr (???)